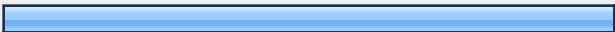




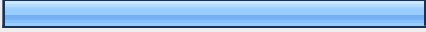

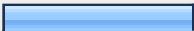



Golden Gazette Readership **Survey Summary**

1. How often do you read the Golden Gazette?					
	Always	Sometimes	Rarely	Rating Average	Response Count
1	95.2% (950)	4.2% (42)	0.6% (6)	1.05	998
	<i>answered question</i>				998
	<i>skipped question</i>				3




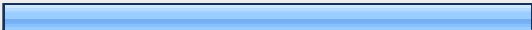
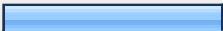

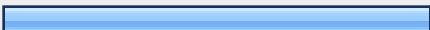
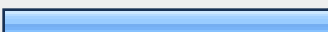
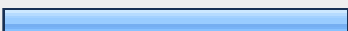
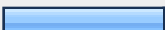

2. Which version of the Golden Gazette do you usually read?			
		Response Percent	Response Count
Regular newspaper version		94.2%	940
Large print version		5.3%	53
Online version		0.5%	5
	<i>answered question</i>		998
	<i>skipped question</i>		3


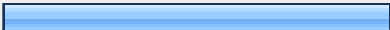
3. How long have you been reading the Golden Gazette?			
		Response Percent	Response Count
Less than 1 year		3.7%	37
Between 1 and 5 years		31.3%	312
More than 5 years		65.0%	647
	<i>answered question</i>		996
	<i>skipped question</i>		5

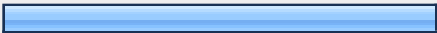
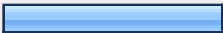
4. How many people in your household read the Golden Gazette?			
		Response Percent	Response Count
One		70.4%	698
Two		28.9%	287
Three or more		0.7%	7
		answered question	992
		skipped question	9

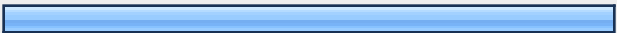
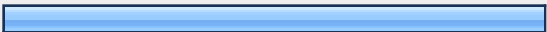


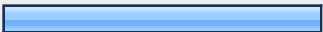
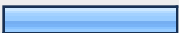
5. How do you rate the readability of the Golden Gazette?						
	Very easy to read	Easy to read	Difficult to read	Very difficult to read	Rating Average	Response Count
1	73.1% (730)	26.6% (265)	0.2% (2)	0.1% (1)	1.27	998
answered question						998
skipped question						3

6. How do you rate your overall satisfaction with the Golden Gazette?							
	Extremely satisfied	Very satisfied	Satisfied	Very dissatisfied	Extremely dissatisfied	Rating Average	Response Count
1	45.1% (448)	44.0% (437)	10.8% (107)	0.1% (1)	0.0% (0)	1.66	
answered question							
skipped question							








7. Which of these topics are useful to you? (Please check all that apply.)			
		Response Percent	Response Count
Community events		71.2%	707
Consumer information (e.g., contractors, scams, etc.)		85.0%	844
County service information		77.1%	766
Health and wellness		81.5%	809
Information on caregiving and respite		33.3%	331
Legal issues		72.4%	719
Medicare and insurance		65.9%	654
Personal finance		50.2%	498
Recreational and leisure opportunities		53.0%	526
Volunteer opportunities		24.5%	243
Other (please specify)		5.2%	52
answered question			993
skipped question			8

8. Have you ever contacted one of our advertisers?			
		Response Percent	Response Count
Yes		40.7%	394
No		59.3%	575
answered question			969
skipped question			32



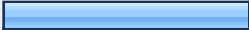

9. Do you own a computer?			
		Response Percent	Response Count
Yes		66.4%	649
No		33.6%	328
		answered question	977
		skipped question	24


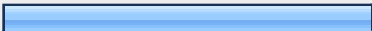
10. If you own a computer, what do you use it for? (Please check all that apply.) If you do not own a computer, continue to question 11.			
		Response Percent	Response Count
E-mail		94.2%	616
Find information		83.5%	546
Facebook or other social media		13.0%	85
Blog		2.4%	16
Shop		48.8%	319
Other (please specify)		26.3%	172
		answered question	654
		skipped question	347

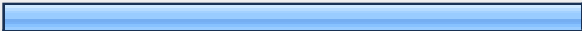


11. Which of the following sources do you rely on for news about Fairfax County? (Please check all that apply.)


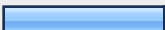
		Response Percent	Response Count
Major news media (Wash. Post/Radio/TV)		89.4%	888
Local or neighborhood newspapers		58.0%	576
Golden Gazette		84.5%	839
Fliers/brochures		19.4%	193
Internet		17.1%	170
Family/friends		35.3%	351
Other (please specify)		5.5%	55
		answered question	993
		skipped question	8



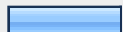
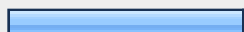
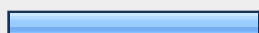

12. If you needed a service, where would you look first? (Please choose one answer)

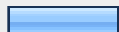
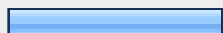
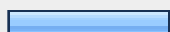



		Response Percent	Response Count
Yellow Pages or telephone information		44.5%	436
Internet		13.3%	130
Family/friends		37.8%	370
Other (please specify)		4.5%	44
		answered question	980
		skipped question	21



13. Have you ever used a Fairfax County service for older adults?			
		Response Percent	Response Count
Yes		43.2%	425
No		56.8%	558
answered question			983
skipped question			18

14. The Golden Gazette is published 12 times a year. Which would you prefer?			
		Response Percent	Response Count
Continue to receive the Golden Gazette 12 times a year		89.2%	877
Receive the Golden Gazette 6 times a year		9.9%	97
Receive the Golden Gazette 4 times a year		0.9%	9
answered question			983
skipped question			18

15. What is your gender?			
		Response Percent	Response Count
Female		75.5%	745
Male		24.5%	242
answered question			987
skipped question			14

16. What is your age range?			
		Response Percent	Response Count
Under 50		0.4%	4
50-59		3.1%	31
60-69		17.0%	169
70-79		35.8%	355
80-89		38.4%	381
90 and over		5.3%	53
		<i>answered question</i>	993
		<i>skipped question</i>	8

17. What is your income?			
		Response Percent	Response Count
Under \$25,000		16.6%	142
\$25,000 to \$49,999		32.6%	279
\$50,000 to \$74,999		24.3%	208
\$75,000 to \$99,999		12.7%	109
\$100,000 to \$149,999		10.9%	93
\$150,000 and More		3.0%	26
		<i>answered question</i>	857
		<i>skipped question</i>	144

18. Are you providing care to an older adult?			
		Response Percent	Response Count
Yes		11.4%	111
No		88.6%	862
		<i>answered question</i>	973
		<i>skipped question</i>	28

19. What is your Zip code?		
		Response Count
		970
		<i>answered question</i>
		970
		<i>skipped question</i>
		31

20. Please share with us any comments you have about the Golden Gazette or suggestions you have for improving communications to older adults.		
		Response Count
		428
		<i>answered question</i>
		428
		<i>skipped question</i>
		573